



KSHB-TV

ORDER

Print Date 10/22/12

Page 1 of 3

Flight Dates **10/23/12-10/29/12**

Contract / Revision **315467 /**
Original Date / Revision
 10/22/12 10/22/12
Advertiser **Nixon / Democrat / Govern**

Product
Governor
Agency Com 15%
Billing Contact
1600 Locust Street
Philadelphia, PA 19103

Agency **Campaign Group**
Buying Contact
1600 Locust Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **10.23-10.29**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	57	\$24,756.25	\$29,125.00	0.00	10/01/12	10/28/12	57	\$24,756.25	\$29,125.00
November 2012	13	\$7,097.50	\$8,350.00	0.00	10/29/12	10/29/12	13	\$7,097.50	\$8,350.00
Totals	70	\$31,853.75	\$37,475.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/23/12	10/29/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTWTF--	:30	4	\$150.00	P-2	0.00 NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		4			\$150.00		0.00			
N 2	KSHB	10/23/12	10/29/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		1			\$600.00		0.00			
N 3	KSHB	10/23/12	10/29/12	Mon 7-9p Mon 7-9p	CM	7-9p	M-----	:30	1	\$4,500.00	P-1	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KSHB	10/23/12	10/29/12	Mon 7-9p Mon 7-9p	CM	7-9p	M- - - - -	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	M- - - - -	1		\$4,500.00	0.00							
N 4	KSHB	10/23/12	10/29/12	Today Show Today Show	CM	7-9a	MTWTF- -	:30	5	\$750.00	FX	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	MTWTF- -	5		\$750.00	0.00							
N 5	KSHB	10/23/12	10/29/12	Nightly News Nightly News	CM	530-6p	MTWTF- -	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	MTWTF- -	1		\$1,200.00	0.00							
N 6	KSHB	10/23/12	10/29/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF- -	:30	5	\$1,100.00	P-2	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	MTWTF- -	5		\$1,100.00	0.00							
N 7	KSHB	10/23/12	10/29/12	NFL PreGame FNIA Football Night in America	CM	6p-715p	- - - - - S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	- - - - - S	1		\$1,500.00	0.00							
N 8	KSHB	10/23/12	10/29/12	NFL Game NFL Game	CM	7-1030p NFL Game	- - - - - S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	- - - - - S	1		\$4,500.00	0.00							
N 9	KSHB	10/23/12	10/29/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWTF- -	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	MTWTF- -	5		\$300.00	0.00							
N 10	KSHB	10/23/12	10/29/12	Today Show II Today Show II	CM	9-10a	MTWTF- -	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	MTWTF- -	5		\$200.00	0.00							
N 11	KSHB	10/23/12	10/29/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF- -	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	MTWTF- -	5		\$175.00	0.00							
N 12	KSHB	10/23/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF- -	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	MTWTF- -	5		\$150.00	0.00							
N 13	KSHB	10/23/12	10/29/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF- -	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	MTWTF- -	5		\$100.00	0.00							
N 14	KSHB	10/23/12	10/29/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF- -	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	MTWTF- -	5		\$350.00	0.00							
N 15	KSHB	10/23/12	10/29/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF- -	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							



KSHB-TV

Print Date: 10/22/12

Page 3 of 3

Contract / Revision **315467** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Nixon / Democrat / Governor** Product **Governor**

Estimate # **10.23-10.29**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	KSHB	10/23/12	10/29/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			2		\$325.00		0.00				
N 16	KSHB	10/23/12	10/29/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			2		\$400.00		0.00				
N 17	KSHB	10/23/12	10/29/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			2		\$400.00		0.00				
N 18	KSHB	10/23/12	10/29/12	Sa 630-7p Sa 630-7p	CM	630-7p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----S-			1		\$500.00		0.00				
N 19	KSHB	10/23/12	10/29/12	Tuesday Prime A Tuesday Prime A	CM	7-8p	-T-----	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-T-----			1		\$3,500.00		0.00				
N 20	KSHB	10/23/12	10/29/12	Wednesday Prime C Wednesday Prime C	CM	9-10p	--W----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	--W----			1		\$1,000.00		0.00				
N 21	KSHB	10/23/12	10/29/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$125.00		0.00				
N 22	KSHB	10/23/12	10/29/12	M-F 1235-105a M-F 1235-105a	CM	1235-105a	MTWTF--	:30	5	\$50.00	P-2	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$50.00		0.00				
N 23	KSHB	10/23/12	10/29/12	Sa 1030p-12a Saturday Night Live	CM	1030p-12a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----S-			1		\$750.00		0.00				
N 24	KSHB	10/23/12	10/29/12	Sun 630-7a Sun 630-7a	CM	Sun 630-7a	-----S	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----S			1		\$75.00		0.00				
Totals														70	\$37,475.00